



WCPO

wcpo.com  
kypost.com

## ORDER

Print Date 10/08/12

Page 1 of 3

Flight Dates 10/09/12-10/15/12

Contract / Revision 304907 /

Original Date / Revision  
10/08/12 10/08/12

Advertiser Crossroads GPS

Agency Mentzer Media

Buying Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Product

Issue. Crossroads GPS. 10.09-10.

Agency Com 15%

Billing Contact

600 Fairmont Avenue - Suite #306  
Towson, MD 21204

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 998

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	46	\$52,105.00	\$61,300.00	0.00	10/01/12	10/15/12	46	\$52,105.00	\$61,300.00
Totals	46	\$52,105.00	\$61,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/09/12	10/15/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTW----	:30	4	\$900.00	P-1	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TW----		2				\$900.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1				\$900.00		0.00			
2	WCPO	10/09/12	10/15/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	4	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-TWTF--		4				\$900.00		0.00			
	Week:	10/15/12	10/21/12	M-----		1				\$900.00		0.00			
3	WCPO	10/09/12	10/15/12	M-F 12-1p News	CM	12-1p	MTWTF--	:30	4	\$750.00	P-2	0.00	NM	5	\$3,750.00



WCPO

Print Date: 10/08/12

Page 2 of 3

wcpo.com  
kypost.comContract / Revision **304907** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:20:00

Advertiser **Crossroads GPS**Product **Issue. Crossroads GPS. 10** Estimate # **998**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
M-F 12-1p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF- -					4	\$750.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$750.00		0.00		
4	WCPO	10/09/12	10/15/12	M-F 5-530p News	CM	5-530p	MTWTF- -	:30	4	\$1,300.00	P-3	0.00 NM	5	\$6,500.00
M-F 5-530p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF- -					4	\$1,300.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,300.00		0.00		
5	WCPO	10/09/12	10/15/12	M-F 530-6p News	CM	528-6p	MTWTF- -	:30	4	\$1,300.00	P-3	0.00 NM	5	\$6,500.00
M-F 530-6p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF- -					4	\$1,300.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,300.00		0.00		
6	WCPO	10/09/12	10/15/12	M-F 6-630p News	CM	558-630p	MTWTF- -	:30	3	\$2,000.00	P-2	0.00 NM	4	\$8,000.00
M-F 6-630p News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- T- TF- -					3	\$2,000.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$2,000.00		0.00		
7	WCPO	10/09/12	10/15/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF- -	:30	4	\$1,500.00	P-2	0.00 NM	5	\$7,500.00
M-F 1135p-1202a Nightlir														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF- -					4	\$1,500.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,500.00		0.00		
8	WCPO	10/09/12	10/15/12	M-SU 11p Late News	CM	11-1135p	MTWTF- -	:30	4	\$1,500.00	P-2	0.00 NM	5	\$7,500.00
M-SU 11p Late News														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- TWTF- -					4	\$1,500.00		0.00		
Week:		10/15/12	10/21/12	M- - - - -					1	\$1,500.00		0.00		
9	WCPO	10/13/12	10/13/12	SA GMTS 8-9a	CM	8-9a	- - - - - S-	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
SA GMTS 8-9a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- - - - - S-					1	\$450.00		0.00		
10	WCPO	10/13/12	10/13/12	ABC College Football Primetime	CM	758-1130p	- - - - - S-	:30	1	\$5,200.00	P-3	0.00 NM	0	\$0.00
ABC College Football Primetime														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- - - - - S-					1	\$5,200.00		0.00		
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg Type</u>		
1	WCPO	10/08/12-10/14/12		ABC College Football Primetime		758-1130p	- - - - - Sa--	:30		<del>(\$5,200.00)</del>		0.00 NM		
Credited														
[Added 3x spots equaling this amount to end of contract. Credit this one to balance total. ]														
11	WCPO	10/14/12	10/14/12	SU 6-7am	CM	6-7a	- - - - - S	:30	2	\$300.00	P-2	0.00 NM	2	\$600.00
SU 6-7am														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- - - - - S					2	\$300.00		0.00		
12	WCPO	10/14/12	10/14/12	SU 9-10a	CM	9-10a	- - - - - S	:30	1	\$800.00	P-8	0.00 NM	1	\$800.00
SU9-10a														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		10/08/12	10/14/12	- - - - - S					1	\$800.00		0.00		
13	WCPO	10/14/12	10/14/12	SU 6-7p News	CM	558-7p	- - - - - S	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
SU 6-7p News (5:58 PM-6:30 PM)														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		



Page 3 of 3

Product Issue. Crossroads GPS. 10 Estimate # 998

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
13	WCPO	10/14/12	10/14/12	SU 6-7p News SU 6-7p News	CM	558-7p (5:58 PM-6:30 PM)	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S		1				\$1,000.00		0.00			
14	WCPO	10/15/12	10/15/12	M8-10p Dancing M8-10p Dancing	CM	8-10p	M-----	:30	1	\$6,300.00	P-3	0.00	NM	1	\$6,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----		1				\$6,300.00		0.00			
E 15	WCPO	10/13/12	10/13/12	NASCAR NASCAR	CM	12p-1130p	-----S-	:30	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-		1				\$2,800.00		0.00			
16	WCPO	10/09/12	10/14/12	M-SU 11p Late News M-SU 11p Late News	CM	11-1135p	-TWTF-S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF-S		1				\$1,500.00		0.00			
17	WCPO	10/09/12	10/15/12	M-F 7-730p 7-730p The List	CM	M-F 7-730pm	MTWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-TWTF--		1				\$900.00		0.00			
Week:		10/15/12	10/21/12	-----		0				\$0.00		0.00			
Totals														46	\$61,300.00